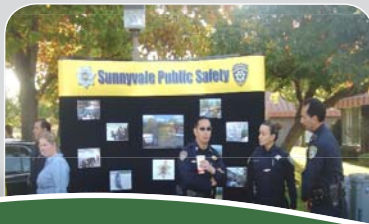




City of Sunnyvale

general plan visioning process



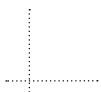
SUMMARY REPORT

DECEMBER 2006



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1 INTRODUCTION



"Community events such as this visioning festival help to engage community members of various ages and interests."

– Visioning Festival Participant

In the fall of 2006, The City of Sunnyvale solicited feedback from the community as part of the visioning phase of its General Plan Update. The City retained Moore Iacofano Goltsman, Inc. (MIG) to work with its Community Development Department staff to prepare *Current Conditions, Future Choices: A Citizen's Guide to Sunnyvale*, the background document for the visioning process. MIG also developed and implemented the community outreach program for the visioning process. The goals of the public involvement activities were to:

1. Understand what residents appreciate and value in Sunnyvale
2. Gain a sense of community perspectives on the challenges and issues facing the City
3. Create a vision for the future of Sunnyvale
4. Explore opportunities to address challenges and fulfill the City's future vision

Through an online survey, small community workshops, and a large citywide Visioning Festival, community members offered up a wealth of ideas, visions, and concerns about the future of the City. This report provides a summary of those responses, which the project team used to craft a vision statement and values.

The community perspectives and values described in this document will serve as a guide to update Sunnyvale's General Plan.

2 PROCESS AND METHODOLOGY

The following is a list of all the survey questions:

1. What do you consider to be the City of Sunnyvale's most important assets that should be preserved into the future?
2. What do you think represent the most significant challenges for the City's future?
3. What do you think are the most important things that could be added to enhance the quality of life in Sunnyvale?
4. How should we accommodate expected growth in population? Are there specific areas of the City where new housing should be concentrated?
5. What specific types of industries and jobs should we attract to Sunnyvale? What should Sunnyvale's role be in the regional economy?
6. Should we maintain the existing level of city services? What new or expanded services would you suggest? What services should be reduced or eliminated?
7. How can we enhance the sense of community in our City?
8. To what extent should the City become a regional participant in protecting air quality, reducing greenhouse emissions, conserving energy and reducing runoff into streams and the Bay?
9. If you had to select three phrases, which describe the Sunnyvale of which you are proud, which three would you select? (Please select three)

MIG and the City designed a multifaceted approach that enabled them to hear from a diverse cross-section of the City in terms of age, neighborhood, ethnicity, and interests. The City solicited community input by means of an online survey, a series of community workshops, and a large community visioning festival. Through these three methods, they collected input from over 350 community members.

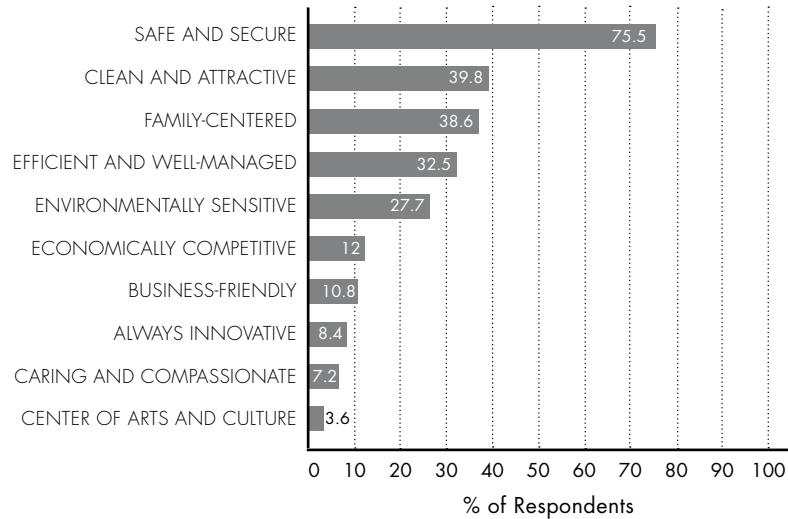
These outreach efforts offered community members a variety of ways to participate, resulting in greater participation from a broader range of people. Since participants in all three methods answered similar questions, the project team was able to compare results across all formats to validate conclusions. The project team used their findings to draft the vision statement, values, key assets and issues, and opportunities sections of this report.

online survey

The City of Sunnyvale administered a survey through its official website from October 1 to November 11, 2006. Residents learned about the survey through the Quarterly Report and at the Vision Festival. The City also advertised the survey website on KSUN-15, Sunnyvale's government access television station. Eighty-five people responded to the survey, which asked a total of nine questions (see side bar).

All of the questions were open-ended except for question nine, which asked respondents to choose their top three of ten total choices in addition to an "other" choice. The 83 people who responded to question nine felt that the phrases "Safe and Secure", "Clean and Attractive", "Family Centered", and "Efficient and Well-managed" best describe why they were proud of Sunnyvale.

Question 9. Which phrases describe the Sunnyvale you are proud of? (please select three)



Twenty-seven survey respondents wrote in their own phrases, which further expanded on Sunnyvale's assets and issues. Project staff analyzed the online survey responses and incorporated them into the vision. The appendix includes the verbatim online survey responses.

community workshops

The City selected 22 community leaders representing a broad range of interests to help collect initial feedback and promote the visioning festival. MIG created a Community Outreach Workshop Toolkit. And in early October 2006, MIG trained these community leaders to use the kit to facilitate conversations with members of their community groups. The do-it-yourself kits provided a consistent format for established groups to hold discussions about the future of Sunnyvale and feed the results of the discussions into the visioning process. To ensure consistency in analyzing community input, the kits contained identical background materials, feedback forms, and instructions for managing, facilitating, and recording the meetings.

"Focus on creating a central location in Sunnyvale that embraces an identity that combines our agricultural past with our technological present."

– Visioning Festival Participant

The objectives of the outreach meetings were to educate the community about the visioning plan process, share the results of the *Current Conditions, Future Choices* report, and obtain initial input on assets, issues, opportunities and values to help shape activities and materials for the Visioning Festival. The leaders also helped recruit community members to attend the Visioning Festival.

The kit included the following materials, all of which are included in the appendix of this report:

- Facilitator's guide
- Sign-in sheets
- Power-Point presentation (CD and hard copy)
- *Current Conditions, Future Choices* report
- Workshop summary form
- Materials for the assets, issues, and opportunities card exercise
- Photo exercise instructions
- Pre-addressed and stamped envelope to mail results back to the project team

Seven of the 22 trained community leaders hosted formal visioning workshops and the remaining community leaders promoted the visioning festival within their respective communities. The following eight community groups, representing approximately 80 people, each completed a workshop:

- Charles Street 100 Neighborhood Association
- India Community Center
- Leadership Sunnyvale #1
- Leadership Sunnyvale #2
- San Miguel Neighborhood Association
- St. Martin School
- Sunnyvale Historical Society
- Teen Advisory, Sunnyvale Recreation Center

The community workshop facilitators first presented a PowerPoint summary of the main points of the *Current Conditions, Future Choices* report. This presentation provided a broad overview of existing conditions in the City so participants could have an informed discussion, grounded in accurate information, to make comments and suggestions.

Next, the facilitators guided participants in an exercise to discuss assets, issues, opportunities, and values.

community visioning festival



"Today was a wonderful idea for residents to get more knowledge regarding the services that the City offers."

– Visioning Festival Participant



Over 180 residents and business representatives attended the Community Visioning Festival on Saturday, October 28, 2006 at the Sunnyvale Community Center. The group reflected the diversity of the City's population and its many distinct neighborhoods, and they enthusiastically expressed their dreams and aspirations for Sunnyvale's future. The comments and ideas expressed at the Visioning Festival were consistent with the online survey and community workshop results.

In addition to the outreach in the small community workshops, the City publicized the Visioning Festival through a number of other means. Community Development Director, Robert Paternoster made presentations about the visioning process to the Chamber of Commerce, Rotary Club, Boards and Commissions, and Advisory groups. The City produced posters

"I was pleased to find out that other Sunnyvale residents care as much about environmental sustainability and changing how we design and develop as much as I do."

– Visioning Festival Participant

advertising the event that were distributed at visible locations throughout Sunnyvale including the Library, Community Center, City Hall and Columbia Neighborhood Center. News releases were sent to local newspapers and an article about the visioning festival appeared in the City's Fall 2006 Quarterly Report. The City also mailed the *Current Conditions, Future Choices* report, a flyer, and letters of invitation to the 340 residents, businesses, and school districts that attended the 2005 Community Festival. Additionally, the City also mailed the report to 40 other residents, and mailed letters of invitation and flyers to 440 interest groups. The City also E-mailed youth groups, residents, and all parties on the Department's mailing list about the Festival.

For the first hour of the festival, residents visited the 19 booths of the participating community organizations and City Departments. Everyone was then invited into the ballroom for the workshop portion of the event. Mayor Ron Swegles opened the workshop by welcoming participants and thanking them for their interest in the future of Sunnyvale. Daniel Iacofano of MIG presented the existing conditions of Sunnyvale and reviewed some of the key assets and issues that participants mentioned in the online survey and community workshops. Next, participants split up into eight small groups to discuss assets, issues, visions, values, and opportunities.

Community Organization Booths

- DECA CLUB
- HISTORIC SOCIETY
- KEY CLUB
- THE KING'S ACADEMY
- LEADERSHIP SUNNYVALE
- NOVA
- PROJECT SENTINEL—MEDIATION AND COUNSELING PROGRAM
- REGIONAL OCCUPATIONAL PROGRAM (ROP)
- SUNNYVALE CHAMBER OF COMMERCE
- SUNNYVALE GARDEN CLUB
- SUNNYVALE DOWNTOWN ASSOCIATION

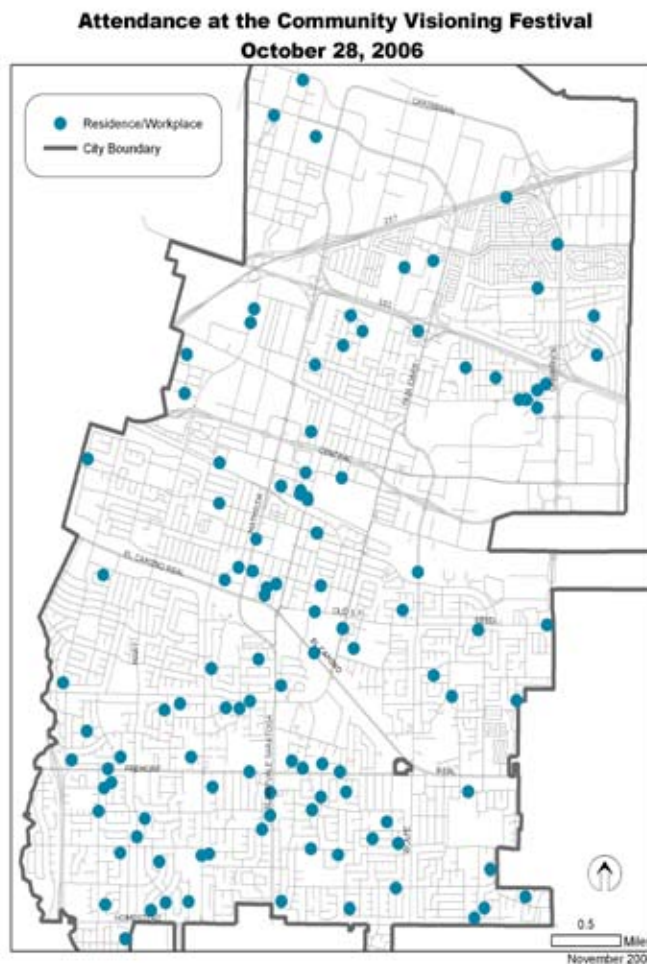
City of Sunnyvale Booths

- ENVIRONMENTAL OUTREACH
- GOLF SERVICES
- COMMUNITY DEVELOPMENT
- OFFICE OF CITY MANAGER
- PARKS AND RECREATION
- PUBLIC LIBRARY
- PUBLIC SAFETY
- RECYCLING AND GREEN BUSINESS

The group reconvened for a large group discussion and then listened to closing remarks from City Manager Amy Chan.

The large group discussion was optimistic and enthusiastic. As the festival drew to a close, The Kings Academy Marching Band paraded through the meeting room and led the participants outside for a bar-beque lunch. Before leaving the Festival, participants were asked to fill out a comment card that asked about Assets, Issues, Opportunities, Population/Housing, The Economy, City Services, Community Engagement, and The Environment. Twenty-five participants completed comment cards. The comment card and its results are included in the appendix of this report.

The map shows the wide geographic distribution of Visioning Festival participants.



3 VALUES AND VISION

values

Certain core community values emerged from the process. These values are reflected in a very positive current self image of the community, which can be summarized as follows:



Sunnyvale is an *attractive, safe, environmentally sensitive* community which takes pride in the *diversity* of its people, the *innovation* of its businesses, and the *responsiveness* of its government.

vision

A vision statement is usually thought of as a desired end state – an ideal future. A vision may not be achievable all at once, even for many years, and certainly not without the efforts of many individuals and institutions. The following vision statement reflects a high level of community discussion and agreement. This vision establishes a framework for future strategies and actions and a benchmark from which to evaluate future proposals.

It is the aspiration of the people of Sunnyvale to build upon the attributes which the City currently enjoys, so that Sunnyvale of the future will become...

A strong, diverse community... that is inclusive of and accessible to people of all cultures, ages, and lifestyles. Neighborhood and citywide events regularly provide residents with opportunities to connect with each other and to actively participate in city government. Sunnyvale offers a variety of housing options for its diverse and changing population.



A community with a vibrant and innovative local economy... comprised of cutting edge businesses that provide meaningful employment and partnership opportunities. Sunnyvale continues to be the heart of innovation in Silicon Valley.

A regional leader in environmental sustainability.... advocating to reduce dependence on non-renewable resources by providing greater transportation options, reducing waste, protecting our natural resources, and promoting alternative energy usage and research. We take environmental preservation and protection seriously and consider how each action will affect Sunnyvale for future generations.

A safe, secure and healthy place for all people... where the health and safety of residents is a primary concern. Sunnyvale is a clean and attractive city with many opportunities for physical activity in a natural environment.

A city managed by a responsible and responsive government... that delivers quality services in a comprehensive, cost-effective manner. The city evolves gracefully with the changing needs of the community and regularly communicates with residents and businesses to engage them in decision-making processes.

A community with a distinctive identity... enhanced by a Downtown that provides a sense of place, convenience, and is pedestrian-oriented. New development is concentrated in nodes along major transportation corridors and around transit hubs.

4 KEY ASSETS AND ISSUES

Across all forums, participants showed a strong consensus on the attributes they value in Sunnyvale and identified significant local and regional assets that should be preserved or enhanced. Participants also identified some of the City's major challenges and issues. The following summarizes the most frequently mentioned assets and issues from all the community involvement activities.



"Sunnyvale is a sustainable, livable, and vital community that fosters friendly neighborhoods, well educated citizens, and innovative businesses. The parks, infrastructure, and open and transparent government system are all assets that I value."

– Online Survey
Respondent

assets

Sunnyvale residents and businesses appreciate the area's great weather and enjoy the outdoor activities it allows. Among these is bicycling, which is enhanced by the City's bike lanes and bike map. Residents also enjoy the City's central location in the Silicon Valley, its proximity to major freeways, and its access to Caltrain, which connects Sunnyvale to the rest of the region.

Participants spoke highly of the City government's management, staff, and services. They described the City as responsible, responsive, efficient, and well maintained. The City exhibits these qualities through such elements as the One-Stop Permit Center and the Public Safety Department. They stated that this Vision Planning Process also displayed the City's commitment to long-range planning that is reflective of the population.

The City's great library, schools, open space, parks, and recreation programs contribute to the family-friendly environment and attract a diverse and well-educated populace. People feel safe in their neighborhoods and enjoy walking on Murphy Avenue, especially during the Saturday Farmer's Markets. Residents value the natural environment, street trees, local parks, and the Heritage Park Orchards.



issues

Throughout the process, the most frequently mentioned issues were the lack of a cohesive and attractive Downtown and the lack of affordable housing options in Sunnyvale.

Participants also expressed concerns regarding how the changing economy and the growing population will affect City services and the cost of living. They believe that the City should examine how it will retain greenery and open space in light of increased development and find new ways to foster community with an increasingly diverse population. Residents also believe that there are not enough social gathering spaces, programs, or activities for teens, seniors, and families.

Residents and businesses cited traffic as another area of concern, compounded by what they described as limited public transportation options. Some participants said that street lighting, sidewalks, and road maintenance are needed in particular neighborhoods, and that in general, public and private services are less accessible in the northern half of city.

5 OPPORTUNITIES

The project team entered all the comments from the survey, community workshops, and visioning festival into a database so they could be sorted by topic regardless of source. All of the comments are included in the appendix and are sorted by their source. The following list is a compilation of opportunities that more than one participant mentioned. City staff and City Council will consider these ideas as they update Sunnyvale's General Plan and formulate implementation strategies.

The online survey, small community workshops, and visioning festival all asked participants about the following six topics:

1. Population/Housing
2. The Economy
3. City Services
4. Community Engagement
5. The Environment

In reviewing the results, the project team added two additional topics: "Mobility" and "Leisure and Recreation," and changed "Population/Housing" to "Growth and Development", "City Services" to "Public and Social Services," and "The Environment" to "Environment and Sustainability".



growth and development

Although some participants do not want Sunnyvale to build more housing, the majority of participants accepted the City's population projections and plans to accommodate it. They believe that new residential development should occur in nodes around transit so as not to disrupt established single-family neighborhoods. Participants suggested that new housing should be located Downtown and accessible to employment centers.

Some of the most common growth and development suggestions included:

- Utilize smart growth principles including mixed-use developments to discourage sprawl.
- Consider building new housing near supporting services such as public transportation, job centers, neighborhood-serving retail, schools, and parks.
- Build additional libraries, parks and schools to serve the growing population.
- Renovate old one-story apartment buildings into three or four story buildings.
- Build a variety of housing types including assisted living facilities to house older adults.
- Convert underutilized industrial buildings to residences.
- Concentrate growth Downtown.
- Revitalize Downtown as a dense, mixed-use neighborhood so it is a pedestrian-friendly community gathering place.



mobility

- Provide a variety of transportation options that reduce automobile trip lengths and frequency.
- Continue to improve the City's bicycle network.
- Provide adequate lighting, attractive streetscapes, and safe intersection crossings to encourage pedestrian activity.
- Ensure all neighborhoods have accessible sidewalks with curb cuts.
- Work with VTA and Caltrain to make public transit a viable transportation option that connects neighborhoods to employment, schools, parks, health care, and grocery stores.
- Build overflow Caltrain parking to meet the current demand.
- Consider running shuttles or community busses to improve transportation within Sunnyvale.
- Work with the school districts and VTA to expand the school bus program.
- Encourage developers to use less land for parking lots.
- Improve the enforcement of traffic codes.



local economy

- Attract additional retail stores to Sunnyvale – especially additional grocery stores.
- Encourage more sit-down restaurants to open in Sunnyvale.
- Maintain a healthy balance of residential, industrial, and retail land uses.
- Court businesses in industries such as biotech, high-tech, sustainable building, and alternative energy to provide high-paying, quality jobs for residents.
- Attract a diversity of businesses so that if one industry struggles the City's tax base will not be in jeopardy.
- Do not accept industries that create toxic waste, thereby protecting the City's air, land, and well-water.
- Build a community college, university or other continuing educational institution.
- Provide a variety of office styles so a company can start, expand, and mature in Sunnyvale.
- Property owners should consider rehabilitating existing older office buildings before buildings new ones.
- Support small, locally owned businesses.
- Strengthen youth employment programs.



leisure and recreation

- Build a world-class sports center affordable to all Sunnyvale residents to encourage healthy and active lifestyles.
- Work with the school districts to provide general public access to school libraries.
- Provide additional recreation opportunities and facilities for teens and seniors.
- Maintain and beautify existing parks and recreation facilities.
- Build new neighborhood parks to ensure that every home is within walking distance of a park.
- Build additional community swimming pools.
- Provide opportunities for residents to participate in the arts as audience members and as artists.
- Organize a Sunnyvale orchestra, band, or theater troupe.
- Promote physical connections to the Bay.



community engagement

- Solicit resident feedback on a regular basis through mail, internet or phone surveys, community forums, and neighborhood meetings.
- Involve youth in the public process.
- Host more family recreational activities and events such as block parties and summer outdoor music concerts.
- Plan more culturally inclusive communication and events.
- Provide a variety of meaningful volunteer opportunities for residents.
- Support neighborhood associations and neighborhood watch groups.
- Create /define a Sunnyvale identity to foster and express civic pride.
- Establish a Human Rights / Human Relations Board or Commission.
- Organize events at each neighborhood park targeted to the surrounding residents.
- Host periodic Q&A sessions with elected officials and department heads.



social and public services

- Maintain Sunnyvale's high quality streets.
- Maintain Sunnyvale's high quality Public Safety Department.
- Study the viability of a variety of traffic calming measures on residential streets.
- Work with school districts to open an additional high school in the northern part of the city.
- Invest in the leadership of the City – elected mayor and paid city council members.
- Provide citywide wireless internet access.
- Plant more trees and plants on streets for aesthetic and environmental purposes.
- Expand the recycling program to include residential and commercial composting.
- Reduce homelessness by providing yearround shelters, social services, and permanent affordable housing.
- Expand and enhance services for low-income families, at-risk youth, seniors, immigrants, homeless people, and mentally disabled young adults.



environment and sustainability

- Support alternative energy usage through incentives, research, and development.
- Connect youth to nature through green schoolyards, parks, and gardens.
- Model environmental sustainability through purchasing zero emissions vehicles for the City's fleet and building green public buildings and facilities.
- Encourage and support businesses and residents to reduce waste, recycle, and dispose of hazardous materials in a proper manner.
- Address light and noise pollution.
- Work with neighboring municipalities and regional agencies to promote sustainability and improve water and air quality issues.
- Plant native plants in parks and streetscapes.
- Provide incentives to residents and businesses to use alternative energy sources.
- Organize a green resources festival for Sunnyvale residents and businesses.
- Consider building sidewalks with permeable, recycled materials.
- Entice a biodiesel station to open in Sunnyvale.

